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BT Rank 2020	BT Rank 2019	BT Rank 2018	BT Rank 2017	BT Rank 2016	Brand Name	Category	VBT Rank 2020	FT Rank 2020	RT Rank 2020	WoM Rank 2020
1	1	2	1	1	MEC	Specialty Retailers	1	5	3	13
1	2	1	2	n/a	CAA	Insurance	11	14	1	6
3	3	3	3	3	Costco	Food/Drug Retailers	31	1	1	4
4	n/a	n/a	n/a	n/a	Dyson	Appliances	74	2	36	32
5	4	8	37	13	Home Depot	Specialty Retailers	21	23	4	8
5	15	17	32	20	Sony	Electronics & AV Equipment	130	2	36	8
7	10	20	32	25	Canadian Tire	Specialty Retailers	6	14	4	4
8	6	7	13	5	Shoppers Drug Mart/Pharmaprix	Food/Drug Retailers	18	27	4	10
9	4	22	12	4	Home Hardware	Specialty Retailers	15	57	7	45
9	n/a	n/a	n/a	n/a	Lego	Toys and Games	181	9	44	6
9	41	n/a	n/a	n/a	Bose	Electronics & AV Equipment	181	4	51	13
9	6	16	54	9	Band-Aid	Personal & Beauty Care	82	9	100	2
9	12	36	32	37	Kleenex	Personal & Beauty Care	57	14	71	3
14	12	40	7	1	President's Choice	Packaged Food	18	8	13	10
14	55	n/a	n/a	n/a	Lush	Personal & Beauty Care	4	53	21	141
16	15	11	28	57	Toyota	Automotive	57	9	21	22
16	41	18	44	79	Visa	Financial Services	110	33	7	32



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16	9	12	8	11	Interac	Financial Services	57	23	21	13
16	15	6	16	77	CBC / Radio Canada	Media & Entertainment	2	87	44	65
16	15	29	15	29	Dove	Personal & Beauty Care	27	27	36	19
16	15	n/a	n/a	n/a	Tylenol	Personal & Beauty Care	110	14	61	10
16	29	59	42	70	VIA Rail	Transportation	21	114	13	65
23	24	26	11	22	Kicking Horse Coffee	Coffee / Tea	8	46	44	88
23	79	52	143	n/a	High Liner	Packaged Food	130	40	130	25
23	29	24	28	37	Lindt / Lindor	Confectionery & Snacks	155	14	71	1
23	79	66	38	64	Sobeys	Food/Drug Retailers	8	103	13	56
23	55	72	n/a	n/a	Metro (Grocery Stores)	Food/Drug Retailers	24	87	29	61
23	41	43	61	28	Quaker Oats	Packaged Food	40	46	51	25
23	29	62	98	65	A&W	Restaurants/ Takeout	37	46	21	45
23	92	122	64	n/a	Whole Foods	Food/Drug Retailers	3	67	29	126
23	47	56	40	66	Hudson's Bay	Specialty Retailers	130	133	51	74
23	6	4	4	8	Fairmont Hotels & Resorts	Hotels	94	76	7	49
33	74	n/a	n/a	n/a	Häagen-Dazs	Dairy Products and Alternatives	226	40	100	13



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33	12	26	6	59	Chapters / Indigo	Specialty Retailers	47	57	21	17
33	24	46	21	41	Roots Canada	Specialty Retailers	26	87	51	116
33	36	34	52	6	Canon	Electronics & AV Equipment	216	33	71	32
33	74	42	73	67	Campbell's Soup	Packaged Food	87	103	100	65
33	10	22	28	9	Columbia Sportswear	Sportswear	47	14	71	25
39	92	56	68	93	Subaru	Automotive	130	57	61	184
39	n/a	n/a	n/a	n/a	The North Face	Specialty Retailers	40	9	61	49
39	36	12	32	7	DAVIDsTEA	Coffee / Tea	24	53	13	96
39	n/a	n/a	n/a	n/a	Patagonia	Specialty Retailers	11	57	51	106
39	55	178	58	61	The Real Canadian Superstore	Food/Drug Retailers	18	33	21	25
39	15	5	5	22	IKEA	Specialty Retailers	37	57	13	20
39	64	45	94	123	Activia	Dairy Products and Alternatives	34	23	83	39
39	24	n/a	n/a	n/a	Mark's Work Warehouse	Specialty Retailers	57	76	29	74
39	47	79	68	44	IGA	Food/Drug Retailers	15	133	29	112
39	124	115	129	108	Under Armour	Sportswear	155	27	83	56



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39	n/a	n/a	n/a	n/a	The Weather Network	Media & Entertainment	4	76	61	22
39	29	33	n/a	n/a	Michelin	Automotive	272	33	71	65
51	36	46	127	43	Colgate	Personal & Beauty Care	87	46	83	45
51	41	72	92	17	Laura Secord	Confectionery & Snacks	142	103	100	88
51	41	90	50	117	Delta Hotels	Hotels	94	148	21	134
51	79	55	56	18	MasterCard	Financial Services	110	76	7	39
51	29	14	9	n/a	Cirque du Soleil	Media & Entertainment	47	14	51	32
51	15	9	31	19	Marriott Hotels	Hotels	110	87	11	45
51	n/a	n/a	n/a	n/a	Croyola	Toys and Games	130	40	100	17
51	136	143	65	n/a	Jamieson	Personal & Beauty Care	21	46	100	82
51	n/a	n/a	n/a	n/a	Sensodyne	Personal & Beauty Care	87	14	130	32
51	n/a	n/a	n/a	n/a	Fisher Price	Toys and Games	155	67	100	65
61	64	53	48	46	Maytag	Appliances	142	57	83	88
61	47	94	94	111	Crest	Personal & Beauty Care	110	33	153	20
61	64	69	101	n/a	Pampers	Personal & Beauty Care	226	76	130	145
61	36	19	26	14	Honda	Automotive	120	27	44	88
61	47	50	24	57	Holiday Inn	Hotels	120	148	29	116
61	79	82	n/a	n/a	Bridgestone	Automotive	196	67	130	96



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61	92	63	112	30	LG Electronics	Electronics & AV Equipment	142	33	100	61
61	102	134	109	44	Palmolive	Household Care	94	53	153	74
61	102	n/a	n/a	n/a	Advil	Personal & Beauty Care	94	46	100	25
70	64	43	49	67	Parmalat	Dairy Products and Alternatives	34	57	71	65
70	79	64	87	59	BMW / MINI	Automotive	256	76	51	184
70	55	48	51	16	Staples	Specialty Retailers	47	76	21	25
70	55	99	117	155	RBC	Financial Services	11	133	11	151
70	41	30	19	62	FedEx	Delivery Services	142	103	61	96
70	29	86	n/a	n/a	The Keg Steakhouse	Restaurants/ Takeout	94	114	13	61
70	64	24	55	53	Mercedes-Benz	Automotive	272	87	51	184
70	24	38	78	42	Purolator	Delivery Services	155	133	36	88
70	102	99	81	135	Compliments	Packaged Food	47	67	83	39
79	55	71	46	94	CTV	Media & Entertainment	8	114	121	112
79	64	86	57	n/a	Goodyear	Automotive	196	103	83	106
79	47	75	79	51	Alexander Keith's	Alcohol	94	133	121	160
79	124	94	104	n/a	Intel	Technology	181	53	83	85



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79	24	n/a	n/a	n/a	Liberté	Dairy Products and Alternatives	74	76	130	85
79	136	92	205	241	Canada Post	Delivery Services	15	200	61	82
79	92	114	115	112	Kraft Foods	Packaged Food	87	87	100	74
79	102	n/a	n/a	n/a	Crown Royal	Alcohol	256	87	171	96
79	29	88	76	51	Gillette	Personal & Beauty Care	181	46	121	74
79	47	35	23	n/a	Four Seasons Hotels & Resorts	Hotels	94	122	13	134
79	36	21	85	62	Tide	Household Care	196	40	191	39
79	79	106	120	n/a	Cineplex	Media & Entertainment	120	133	71	49
79	55	10	10	54	WestJet	Transportation	94	133	36	96
92	102	78	104	n/a	Adobe	Technology	142	67	61	82
92	55	130	213	151	Petro-Canada	Gas Stations	57	67	61	49
92	64	58	81	37	Best Western	Hotels	120	186	36	116
92	79	81	16	50	Apple	Electronics & AV Equipment	110	6	29	49
92	183	77	97	47	Tetley Tea	Coffee / Tea	94	76	171	74
92	64	60	42	n/a	Walt Disney Company	Media & Entertainment	94	33	51	106
92	136	153	158	170	Lysol	Household Care	256	57	171	65
92	102	111	132	84	Tropicana	Beverages	87	67	153	56
92	183	61	148	131	Heinz	Packaged Food	130	76	153	49



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92	102	53	219	15	Samsung Electronics	Electronics & AV Equipment	246	23	100	22
102	136	75	119	34	Canada Dry	Beverages	142	103	153	39
102	92	31	36	24	Rona	Specialty Retailers	67	148	100	116
102	124	79	92	n/a	Harley Davidson	Automotive	333	148	83	250
102	124	125	183	75	Cadbury	Confectionery & Snacks	226	87	171	61
102	102	135	n/a	n/a	Samsung Appliances	Appliances	226	27	83	49
102	153	178	179	127	Dare Foods	Packaged Food	155	167	191	126
102	102	15	38	75	Microsoft	Technology	40	14	100	32
102	124	153	150	149	Van Houtte Coffee	Coffee / Tea	120	178	130	179
102	124	127	72	157	McCain Foods	Packaged Food	120	122	153	106
102	74	50	70	47	Kellogg's	Packaged Food	57	87	153	56
102	102	146	87	107	Adidas	Sportswear	130	67	153	74
102	102	119	81	n/a	IBM	Technology	142	103	130	184
102	183	135	167	119	Orville Redenbacher	Confectionery & Snacks	216	133	191	96
102	102	106	46	87	Starbucks	Restaurants/ Takeout	47	114	13	160
102	92	65	73	98	TD Canada Trust	Financial Services	31	178	36	195
117	213	187	152	32	Kenmore Appliances	Appliances	181	122	171	134



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117	183	125	124	157	Enterprise Rent-A-Car	Automotive Rental	226	178	61	151
117	79	116	65	n/a	Blue Cross	Insurance	27	167	44	167
117	102	94	112	31	Whirlpool	Appliances	130	114	130	116
117	79	69	121	67	Saputo	Dairy Products and Alternatives	57	87	130	88
117	136	160	157	140	Mazda	Automotive	155	148	83	211
117	79	37	90	101	Hilton Hotels	Hotels	155	186	44	145
117	124	122	127	155	Dell	Electronics & AV Equipment	155	87	83	160
117	153	127	129	192	Winners	Specialty Retailers	196	148	100	65
117	124	n/a	n/a	n/a	New Balance	Sportswear	130	67	130	96
117	136	32	14	11	Tesla Motors	Automotive	6	40	71	145
117	124	101	63	115	Yoplait	Dairy Products and Alternatives	57	103	171	126
129	136	n/a	n/a	n/a	Breyers	Dairy Products and Alternatives	155	122	191	88
129	79	66	108	133	HP	Electronics & AV Equipment	226	87	121	116
129	153	150	146	141	Cascade Detergent	Household Care	226	87	171	88
129	79	116	58	n/a	IMAX	Media & Entertainment	130	103	153	96
129	183	103	147	87	Choice Hotels	Hotels	120	246	61	195
129	167	163	129	74	CIBC	Financial Services	31	227	44	250



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129	47	143	124	34	LG Appliances	Appliances	181	40	121	96
129	167	n/a	n/a	n/a	Sleeman	Alcohol	142	158	221	151
129	167	106	45	130	NETFLIX	Media & Entertainment	272	27	100	39
129	124	101	77	n/a	Tangerine	Financial Services	74	167	36	244
129	124	n/a	n/a	n/a	Second Cup Coffee Co.	Restaurants/ Takeout	74	211	100	184
129	92	116	104	81	Panasonic	Appliances	296	57	191	126
129	n/a	n/a	n/a	n/a	Tums	Personal & Beauty Care	181	122	233	116
129	193	110	194	198	Nabob Coffee	Coffee / Tea	110	186	221	224
129	102	119	152	109	Sunlight	Household Care	155	114	221	126
129	n/a	n/a	n/a	n/a	Arc'teryx	Specialty Retailers	82	167	153	167
129	167	190	81	104	Safeway	Food/Drug Retailers	37	217	71	179
129	74	88	109	106	GE	Appliances	130	158	191	160
129	153	n/a	n/a	n/a	Nintendo	Toys and Games	296	103	171	151
129	183	111	177	165	Best Buy	Specialty Retailers	155	76	51	56
149	193	153	163	91	Minute Maid	Beverages	155	167	191	126
149	92	202	155	98	Dempster's Bakery	Packaged Food	87	122	153	134
149	102	103	103	94	Scotiabank	Financial Services	27	227	71	250
149	55	109	71	36	PayPal	Financial Services	226	167	71	151



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149	102	141	112	109	Sleep Country	Specialty Retailers	67	186	83	240
149	247	163	165	187	Lenovo	Electronics & AV Equipment	196	158	100	167
149	153	127	133	87	Knorr	Packaged Food	196	133	221	112
149	102	121	133	119	Audi	Automotive	226	87	100	195
149	79	74	53	26	Global TV	Media & Entertainment	11	158	153	167
149	102	111	133	94	Labatt	Alcohol	94	227	153	264
149	102	178	58	151	Globe and Mail	Media & Entertainment	57	227	171	219
149	153	160	123	n/a	Philips	Technology	181	122	171	176
149	167	94	140	170	Kit Kat	Confectionery & Snacks	256	148	191	74
162	183	185	90	133	Frigidaire	Appliances	196	133	221	151
162	136	n/a	n/a	n/a	Micheals	Specialty Retailers	142	217	83	134
162	64	n/a	n/a	n/a	Body Shop	Personal & Beauty Care	40	200	100	195
162	136	170	73	119	SportChek	Specialty Retailers	47	133	83	106
162	74	85	148	141	Hershey's	Confectionery & Snacks	196	158	221	85
162	193	172	199	77	Dairy Queen	Restaurants/ Takeout	196	211	130	126
162	193	165	154	72	Asus	Electronics & AV Equipment	216	87	121	126
162	167	169	139	128	Lay's Potato Chips	Confectionery & Snacks	246	133	191	106
162	153	146	196	101	Maxwell House	Coffee / Tea	181	227	191	244
162	193	162	205	175	Old Dutch Foods	Confectionery & Snacks	216	211	233	141



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162	167	182	179	138	Maple Leaf Foods	Packaged Food	74	158	171	167
162	136	181	193	160	Downy Fabric Softener	Household Care	226	122	191	134
162	92	153	138	149	SC Johnson	Household Care	142	114	191	134
162	153	146	117	86	BMO	Financial Services	40	246	83	244
162	167	n/a	n/a	n/a	Becel	Dairy Products and Alternatives	82	148	191	160
177	167	137	n/a	n/a	Ritz Crackers	Confectionery & Snacks	246	178	254	96
177	136	137	144	146	Swiss Chalet/Harvey's	Restaurants/ Takeout	155	227	83	145
177	136	n/a	n/a	n/a	Captain Morgan	Alcohol	324	186	233	207
177	236	143	94	112	TripAdvisor	Travel	142	178	130	141
177	183	204	169	160	Folgers Coffee	Coffee / Tea	155	217	221	264
177	n/a	n/a	n/a	n/a	Seagram's	Alcohol	196	186	221	240
177	15	28	18	54	Amazon	Specialty Retailers	339	9	29	25
177	222	157	124	56	Lipton	Coffee / Tea	110	186	233	141
177	153	176	218	129	Schneider's Meats	Packaged Food	155	211	221	184
177	47	93	67	71	Macleans Magazine	Media & Entertainment	94	227	191	250
187	167	174	121	116	Sun Life	Insurance	47	246	71	219
187	15	48	25	20	Agropur	Dairy Products and Alternatives	47	186	130	184



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187	153	98	86	119	Heineken	Alcohol	142	167	171	176
187	193	130	160	125	Swiffer	Household Care	226	122	254	116
187	193	239	243	202	Delissio	Packaged Food	196	211	191	195
187	193	212	175	104	Purex Laundry Detergent	Household Care	216	200	254	160
187	153	142	109	79	Nissan	Automotive	155	122	130	224
187	n/a	n/a	n/a	n/a	Mattel (Barbie)	Toys and Games	296	186	191	207
187	n/a	n/a	n/a	n/a	Playstation	Toys and Games	306	103	191	184
187	167	198	192	202	Nespresso	Coffee / Tea	256	158	130	233
187	222	187	196	187	Gain Detergent	Household Care	142	186	171	211
187	n/a	n/a	n/a	n/a	Roluids	Personal & Beauty Care	246	227	295	219
187	183	219	116	165	Great-West Life	Insurance	82	254	100	233
200	167	n/a	n/a	n/a	Clorox	Household Care	330	167	233	167
200	136	n/a	n/a	n/a	Coppertone	Personal & Beauty Care	216	200	233	176
200	247	228	144	196	Avis/Budget Rent a Car	Automotive Rental	296	254	191	195
200	222	165	172	146	Boston Pizza	Restaurants/ Takeout	67	246	100	184
200	183	157	189	91	Subway	Restaurants/ Takeout	47	167	130	116
200	64	176	150	146	Reebok	Sportswear	181	133	191	167
200	213	220	229	n/a	Nokia	Electronics & AV Equipment	284	254	254	269
200	207	214	179	159	Kia	Automotive	196	227	153	276



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200	136	216	201	191	Nescafe Drinks	Coffee / Tea	181	178	221	207
200	136	203	27	47	Tim Hortons	Restaurants/ Takeout	40	200	130	145
200	193	149	168	135	Hyundai	Automotive	181	186	191	250
200	213	196	182	201	Corona	Alcohol	284	227	254	207
200	102	214	41	40	Loblaws	Food/Drug Retailers	27	122	130	112
200	213	225	204	135	Puma	Sportswear	246	211	254	184
200	247	159	194	n/a	Keurig	Coffee / Tea	306	158	171	224
200	153	n/a	n/a	n/a	Smirnoff	Alcohol	306	227	270	211
200	124	82	80	81	Porter Air	Transportation	226	227	83	233
200	n/a	n/a	n/a	n/a	Hasbro	Toys and Games	272	178	233	179
218	167	n/a	n/a	n/a	Bacardi	Alcohol	296	200	270	224
218	193	151	213	193	Wrigley	Confectionery & Snacks	306	246	270	224
218	136	217	223	103	Budweiser	Alcohol	155	264	171	296
218	213	218	203	194	Converse	Sportswear	272	227	233	224
218	92	132	133	124	Olay	Personal & Beauty Care	130	186	233	211
218	102	84	89	100	UPS	Delivery Services	296	227	191	195
218	n/a	n/a	n/a	n/a	X-box	Toys and Games	306	167	254	250
218	n/a	n/a	n/a	n/a	Sephora	Specialty Retailers	216	178	121	211
218	n/a	n/a	n/a	n/a	Bayer	Personal & Beauty Care	155	133	254	179
218	222	165	164	164	Carlson Wagonlit	Travel	155	291	130	289
228	n/a	n/a	n/a	n/a	Victoria's Secret	Specialty Retailers	226	217	153	269
228	236	205	234	205	McDonald's	Restaurants/ Takeout	74	200	121	195



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228	153	199	166	114	Finish Detergent	Household Care	306	158	233	151
228	258	235	261	227	Couche-Tard/Mac's/Daisy Mart	Food/Drug Retailers	181	264	171	195
228	213	233	211	243	ESSO	Gas Stations	196	167	171	160
228	136	191	159	168	Nike	Sportswear	196	57	191	116
228	213	165	169	83	Estee Lauder	Personal & Beauty Care	256	200	233	264
228	193	173	107	214	Wendy's	Restaurants/ Takeout	216	254	153	233
228	207	171	102	125	Manulife	Insurance	94	268	130	250
228	207	250	n/a	n/a	Montana's BBQ & Bar	Restaurants/ Takeout	155	268	130	240
228	193	193	187	118	Mars Bar	Confectionery & Snacks	284	217	254	167
239	236	242	232	231	Domino's Pizza	Restaurants/ Takeout	196	227	121	219
239	193	184	162	170	Acer	Electronics & AV Equipment	256	200	191	211
239	247	212	187	180	Canada Life	Insurance	82	276	130	276
239	n/a	n/a	n/a	n/a	Canada Goose	Specialty Retailers	256	133	233	233
239	236	210	160	210	The Cooperators	Insurance	67	276	130	279
239	222	225	228	182	Febreze	Household Care	296	186	270	195
239	167	140	140	145	Molson/Coors	Alcohol	181	246	233	269
239	236	210	249	185	Gatorade	Beverages	284	200	301	233
239	222	209	215	n/a	Spotify	Media & Entertainment	196	87	233	151



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239	222	132	226	154	L'Oreal Paris	Personal & Beauty Care	256	186	270	219
239	207	193	183	185	Skechers	Sportswear	226	217	254	167
239	193	260	199	212	Lululemon Athletica	Sportswear	40	148	153	240
239	n/a	n/a	n/a	n/a	La Senza	Specialty Retailers	272	291	233	250
252	236	175	175	165	Ford	Automotive	87	246	191	269
252	230	235	189	n/a	Green Shield	Insurance	67	268	153	279
252	n/a	n/a	n/a	n/a	GAP	Specialty Retailers	256	264	191	211
252	236	193	260	204	Nestea	Beverages	155	227	285	224
252	213	238	201	177	Pepsi	Beverages	196	217	233	250
257	207	231	172	138	National Bank of Canada	Financial Services	94	291	171	316
257	247	254	183	163	Intact Insurance	Insurance	110	283	171	276
257	230	191	252	198	Pizza Hut	Restaurants/ Takeout	246	276	191	260
257	230	187	183	228	Hertz Car Rental	Automotive Rental	306	268	254	264
257	247	207	241	239	trivago	Travel	196	217	233	264
257	230	222	n/a	n/a	Dentyne Gum	Confectionery & Snacks	284	254	301	211
257	167	239	268	212	Coca-Cola	Beverages	155	148	191	195
257	236	235	251	228	Tassimo	Coffee / Tea	333	291	270	305
265	n/a	n/a	n/a	n/a	London Life	Insurance	110	301	171	293
265	258	265	207	230	TELUS	Telecoms/Cable/Digital	34	227	233	260
265	n/a	n/a	n/a	n/a	Wayfair	Specialty Retailers	272	262	191	269
265	261	262	258	218	Ultramart	Gas Stations	324	283	270	233



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BT Rank 2020	BT Rank 2019	BT Rank 2018	BT Rank 2017	BT Rank 2016	Brand Name	Category	VBT Rank 2020	FT Rank 2020	RT Rank 2020	WoM Rank 2020
265	247	207	264	220	Danby	Appliances	246	268	285	195
265	230	122	133	160	Expedia	Travel	296	217	233	224
265	102	103	99	87	American Express	Financial Services	226	283	221	302
265	236	224	171	143	Booking.com	Travel	256	217	254	184
265	213	269	253	222	Wonder Bread	Packaged Food	246	283	285	293
265	247	223	250	222	Stouffer's	Packaged Food	256	291	270	289
265	236	270	243	196	Wawanesa Insurance	Insurance	94	310	191	298
265	207	182	178	n/a	McCormick Spices	Packaged Food	155	276	285	279
277	273	268	n/a	n/a	PizzaPizza	Restaurants/ Takeout	216	304	233	282
277	153	220	219	226	Mitsubishi Motors	Automotive	284	276	270	312
277	273	274	275	256	Husky Oil	Gas Stations	246	283	270	282
277	279	246	n/a	n/a	Little Caesars	Restaurants/ Takeout	246	291	191	269
277	258	229	243	222	National Post	Media & Entertainment	120	276	295	298
277	285	257	231	n/a	Virgin Mobile	Telecoms/Cable/Digital	196	268	254	305
277	268	239	233	168	Aviva Insurance	Insurance	120	301	221	289
277	268	254	230	238	Hotels.com	Travel	272	268	285	269
277	279	242	236	259	Alamo/National Rent A Car	Automotive Rental	306	291	233	286
286	n/a	n/a	n/a	n/a	Zara	Specialty Retailers	316	291	254	244
286	247	205	217	210	Kokanee	Alcohol	226	304	285	312



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BT Rank 2020	BT Rank 2019	BT Rank 2018	BT Rank 2017	BT Rank 2016	Brand Name	Category	VBT Rank 2020	FT Rank 2020	RT Rank 2020	WoM Rank 2020
286	268	263	265	258	Shaw Communications	Telecoms/Cable/Digital	67	283	270	304
289	268	261	269	236	Shell	Gas Stations	272	246	295	244
289	247	199	255	205	Evian	Beverages	155	254	270	260
289	167	n/a	n/a	n/a	Car2Go	Automotive Rental	74	262	285	286
289	236	n/a	n/a	n/a	HSBC	Financial Services	155	304	270	316
293	268	246	248	233	Kayak	Travel	284	304	310	298
293	n/a	n/a	n/a	n/a	Kijiji	Technology	94	254	270	145
293	264	273	236	180	Air Transat	Transportation	316	291	285	260
293	264	250	253	n/a	EA Games	Toys and Games	284	264	301	286
293	230	39	20	26	Google	Technology	57	6	301	32
298	247	196	172	170	Johnson's Baby Powder	Personal & Beauty Care	216	227	285	250
298	273	253	273	232	Air Wick	Household Care	316	310	295	298
298	261	137	99	n/a	iTunes	Media & Entertainment	226	200	313	244
301	298	229	263	219	General Motors	Automotive	284	283	254	302
301	273	199	256	240	Flight Centre	Travel	284	324	270	316
301	285	266	270	255	Fiat	Automotive	284	310	285	316
301	273	264	292	262	Walmart	Food/Drug Retailers	226	227	254	179
301	264	249	209	215	eBay	Specialty Retailers	324	291	295	289
306	261	271	226	251	Koodo Mobile	Telecoms/Cable/Digital	272	310	295	326



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BT Rank 2020	BT Rank 2019	BT Rank 2018	BT Rank 2017	BT Rank 2016	Brand Name	Category	VBT Rank 2020	FT Rank 2020	RT Rank 2020	WoM Rank 2020
306	222	254	208	153	Desjardins Insurance	Insurance	67	301	301	312
306	285	279	280	250	Burger King	Restaurants/ Takeout	333	328	301	316
306	290	258	241	261	Dollar/Thrifty Car Rental	Automotive Rental	324	331	313	326
310	291	280	274	254	Dasani	Beverages	272	310	318	305
310	298	275	283	265	Dollarama	Specialty Retailers	330	316	301	151
310	293	266	265	268	WIND Mobile	Telecoms/Cable/Digital	155	304	301	316
313	273	246	246	249	Travelocity	Travel	272	316	301	316
313	n/a	n/a	n/a	n/a	H&M	Specialty Retailers	306	321	318	282
313	285	277	221	208	YouTube	Media & Entertainment	181	114	328	65
313	298	n/a	n/a	n/a	Leon's/The Brick	Specialty Retailers	256	324	310	296
317	292	277	271	247	Aquafina	Beverages	284	316	313	305
317	293	244	247	216	Greyhound	Transportation	256	331	322	328
317	282	244	259	233	Fido	Telecoms/Cable/Digital	226	321	313	325
317	n/a	n/a	n/a	n/a	SkipTheDishes	Delivery Services	324	283	310	305
317	279	281	196	263	Air Canada	Transportation	196	316	326	224
322	285	272	278	245	Nestlé Life	Beverages	306	310	324	305
322	293	286	293	271	KFC	Restaurants/ Takeout	340	339	313	332
324	304	291	290	272	Rogers Communications	Telecoms/Cable/Digital	120	324	330	328



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BT Rank 2020	BT Rank 2019	BT Rank 2018	BT Rank 2017	BT Rank 2016	Brand Name	Category	VBT Rank 2020	FT Rank 2020	RT Rank 2020	WoM Rank 2020
324	296	291	267	n/a	Delta Airline	Transportation	333	337	333	328
324	296	276	276	208	Yahoo!	Technology	256	321	330	316
327	301	285	285	274	Red Bull	Beverages	316	331	318	341
327	302	293	281	n/a	American Airlines	Transportation	338	336	324	333
327	302	290	284	273	Uber	Transportation	324	254	318	282
327	282	283	256	253	Hotwire.com	Travel	316	327	328	316
331	n/a	n/a	n/a	n/a	Lyft	Transportation	316	316	326	331
332	264	258	215	245	Airbnb	Hotels	296	304	330	293
333	304	298	294	276	Volkswagen	Automotive	296	268	322	312
333	307	284	276	264	Instagram	Media & Entertainment	316	276	335	305
335	309	288	287	270	Sun Newspapers	Media & Entertainment	226	340	334	337
335	310	299	286	n/a	United Airlines	Transportation	341	342	340	340
335	n/a	n/a	n/a	n/a	Craigslist	Technology	256	338	335	335
338	308	297	291	275	Bell Canada	Telecoms/Cable/Digital	74	331	338	333
339	311	294	279	n/a	Snapchat	Media & Entertainment	333	329	337	336
340	304	296	282	266	Twitter	Media & Entertainment	316	331	339	338
341	312	282	n/a	n/a	Huawei	Electronics & AV Equipment	342	340	341	342
342	313	295	288	267	Facebook	Media & Entertainment	330	329	342	338